



We invented Hypertext

OBJECTIVES OF PROJECT XANADU SINCE 1960

Stable, long-term network hypertext publishing
Unrestricted quotation and automatic royalty
Rich, overlapping two-way links of many types by many people
Facilities for fine-grained annotation, commentary and re-use
Systems for deep intercomparison as we read, write, think and create

PROJECT XANADU®

www.xanadu.net

"What happened to Xanadu?" people are asking. (And the kids haven't even heard of us.)

Yes, we started it all, and yes, we were blindsided by the Web, just like everybody else.

We've redefined a new Xanadu for the present Internet realities. The new Xanadu will be a virtual network of providers able to share business. And a pooled hot-swap contractual system to guarantee reliability.

But the goals are still the same; we are starting with the first two--
Stable, long-term network hypertext publishing
Unrestricted quotation and automatic royalty.

The Personal Computer Storage Mess The personal computer world is a total mess-- where deliberately incompatible "applications" and incompatible storage systems choke users with unnecessary files and file difficulties. Everybody has files that are lost or mislaid on floppies or in obscure directories. Meanwhile the computer industry is selling thousands of backup programs and gadgets on the assumption that individuals will want to do all the backup work and storage management themselves. And if you try to use them, these products only increase the complication.

The Web Mess Today's Internet is an anarchy of ever-popping bubbles, ever-changing shop-windows. There is no stable publishing. Electronic documents come and go.

The Server Storage Mess Managing storage and servers is no fun. Even the top Internet sophisticates have to say things like, "I had to take that off the Web, I was running out of space." But the alternative is to use ISPs who have a variety of policies, arrangements and pricing structures. And which ones will stay in business? No one knows.

The Media Mess The big publishers, record companies and movie studios think they'll still be producing closed, contained blockbusters that they'll somehow sell in closed form on the Net, so they think the copyright issue is *how to prevent copying*. We believe that the real media issue is merging materials on line, so the real copyright issue is *how to permit re-use*; for this we have formulated the doctrine of *transcopyright* (see www.sfc.keio.ac.jp/~ted/).

THE NEW XANADU: WHAT EVERYBODY NEEDS

BACKUP AND SPACE MANAGEMENT

SIMPLE LONG-TERM PUBLISHING

(continued overleaf)

WHAT XANADU OFFERS THE PUBLIC (that NO ONE PROVIDER CAN)

The Xanadu network offers the public LONG-TERM GUARANTEED AVAILABILITY OF DATA, PRIVATE AND PUBLIC.

But long-term guaranteed availability of data is not a technical issue; it is a PROMISE that no one company can keep. Our pooled contractual system has been set up to uphold that promise in the same way that other promises are kept in the business world. Many promises in business are upheld by cooperation among companies-- insurance companies, escrow companies, motion picture completion bond companies, the commodities market. The new Xanadu network has been designed on this model--

- a sustaining virtual world maintained by participating providers,
- under a recognizable brand name
- under clear long-term contracts,
- with redundant backup and smooth procedures for handoff in case of technical failure, default, Acts of God, etc.

WHAT XANADU OFFERS THE INTERNET SERVICE PROVIDER

Any service providers may in principle participate in the Xanadu network, provided that they maintain service quality according to our technical monitoring standards. There need be no interference between Xanadu services and any other services offered by the provider.

What the Xanadu Service Provider gets:

- Easy entry to the federation of licensed Xanadu service providers
 - A worked-out set of much-needed services
 - A simple business system in which to participate
 - Cross-referrals of customers seeking distributed storage
 - International cooperative marketing plans and advertising
 - Standard contracts
 - Standard software (shell and CGI scripts under continuing upgrade) for:
 - Standardized forms of personal and business data storage
 - Standardized forms of publishing with transcopyright
 - Committed long-term publishing
- FIRST OFFERINGS** • File backup • 20-year storage • 20-year publishing • Publish-by-Title service
As soon as feasible: Document sale under transcopyright with automatic HyperCoin royalty

HOW IT WORKS IN DETAIL:

STAGES OF XANADU STORAGE

- Customer requests long-term storage / space management
- Fulfillment is distributed to a minimum of three XSPs who accept the contract
- Material is uploaded and maintained by participating XSPs
- Material is accessible to user at agreed-upon levels of access
- Material can be shipped (hot-swapped) among XSPs for safety

HOW IT WORKS IN DETAIL:

STAGES OF XANADU PUBLISHING (publishing is a special form of Xanadu Storage)

- Customer chooses to publish material already stored on Xanadu network
(now the Customer becomes the Publisher)
- Document title and the available locations of the document go to our FasTitle™ Service, which instantly refers user requests among these source locations (like the Internet DNS system)
- Additional copies of the document fan out to other XSPs if demand is high
- Material may be quoted under transcopyright by any other on-line documents.

JOIN US. THE WORLD IS WAITING.

Project Xanadu, 3020 Bridgeway #295, Sausalito CA 94965
Tel. 415/ 331-4422 Fax 415/ 332-0136 | e-mail newxanadu@xanadu.net